



Preferred by Nature Certification:

Turning sustainability theory into **practice**



30 years of experience



100+ countries where we work



30+ million ha of certified farm and forest land



Without a solid plan and a robust strategy to protect people, nature and the climate, companies risk losing the confidence and support of investors, governments and consumers. Discover the **Preferred by Nature Certification** – a practical and comprehensive tool designed to help your organisation meet and beat sustainability goals, regardless of your product or location.

Our focus on performance-based criteria guarantees tangible outcomes and navigates obstacles throughout your sustainability journey. Looking to **reduce your carbon footprint, ensure transparency in your supply chain and stay compliant with environmental regulations?** With Preferred by Nature Certification, we are here to help you achieve these goals and more:



Preferred by Nature Certification - one framework for all key sustainability and regulatory commitments

- ✓ Explore an **all-in-one toolset** featuring rigorous due diligence requirements to certify sustainability and regulatory commitments.
- ✓ Make **informed sustainability decisions**.
- ✓ Address **all critical issues** specific to your product and supply chain.
- ✓ Identify and manage critical **ESG** (Environmental, Social and Governance) **risks** in your supply chain, supported with ESG reporting tools.
- ✓ Ensure your business practices meet **community needs**.
- ✓ Showcase your sustainability efforts to **stakeholders**.
- ✓ Access **additional resources** like the Sourcing Hub and Due Diligence toolkit, offering support in supply chain mapping and risk assessment.

A universal blueprint for turning sustainability into action

Introducing Preferred by Nature Certification

Despite the growth of different tools to improve production and sourcing practices, there is no single common framework with clear indicators that everyone can use. To address this gap, we have assembled a universal set of principles and criteria that represent the core aspects of sustainability across all commodities and supply chains.

The Preferred by Nature Certification revolves around our robust Sustainability Framework, developed from decades of experience collaborating with various companies across the supply chain. This system is finely tuned to prioritise performance and deliver tangible results for land managers, retailers and every step in between.

The EU Deforestation Regulation

The EU Deforestation Regulation (EUDR) requires that products are produced in compliance with relevant legislation and are deforestation-free. To address these requirements for agricultural commodities and wood products, the Preferred by Nature Certification indicators are specifically marked to indicate their relevance to the EUDR.

Utilise the Preferred by Nature Certification to support alignment with the EUDR requirements by following the set of indicators identified as applicable for compliance.



- Secure land tenure
- Clear management rights
- Payment of taxes and fees
- Avoiding corruption
- Responsible transport and trade

**MANAGEMENT
and BUSINESS**
Practices are legal
and responsible.



- No child labour
- No modern slavery
- Respect for workers' rights
- No discrimination
- Safe workplaces
- Gender equality
- Indigenous Peoples' rights
- Community rights

PEOPLE
People's well-being
and human rights
are respected.



- Ecosystem and HCV protection
- Chemicals minimised
- Waste management
- Water resources
- Soil conservation
- Animal welfare

NATURE
Nature and the
environment are
protected.



CLIMATE
Climate impacts
are reduced and
mitigated.

- GHG reduction
- Climate adaptation
- GHG removal
- Ecosystem restoration

Elevate your commitment to sustainable practices with the Preferred by Nature Certification. Grounded in the Sustainability Framework Standard, this comprehensive and adaptable tool effectively communicates your sustainability practices and carbon compensation efforts.

A common sustainability framework for everyone

Preferred by Nature Certification, based on the Sustainability Framework, can put any business on the path from legal compliance to best practice.

It consolidates the essential aspects of sustainability across diverse commodities and landscapes, offering a performance-oriented foundation for delivering real impacts in any circumstance.

Whether you are a small-scale forest operator at the start of your journey or a large manufacturer sourcing palm oil, soy or other commodities from around the world, our framework is a building block for continuous improvement.

Depending on your location in the supply chain, you can use the framework in different ways. This flexibility does not compromise the integrity of your commitments or the strength of their implementation. Protecting people, nature and the climate is the top priority.

Use the framework for

Timber, Beef, Palm Oil, Soy, Rubber, Rice, Coffee, Cocoa, Herbs, Fruit, Seeds... and any forest or agricultural product with impacts on people, nature or the climate.



Timber



Beef



Biomass



Nuts



Soy



Herb & Spices



Coffee



Tea



Textile



Oil seeds



Cocoa



Paper & Packaging



Upstream



Land Managers, Producers, Factories, Mills, Processors



Traders, Manufacturers, Brands, Retailers

Downstream



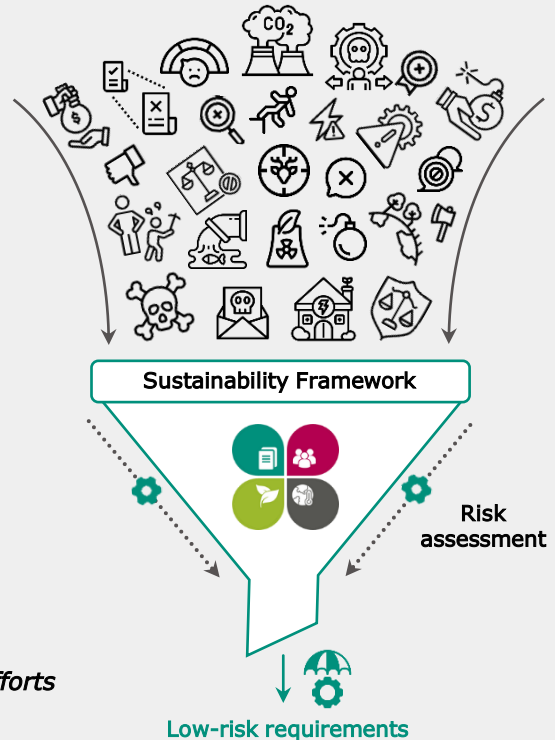
Leading sustainability with flexibility: our **risk-based approach** in action

For three decades, Preferred by Nature has been guiding businesses towards sustainability across sectors and regions marked by unique risks. While the criteria and indicators of our Sustainability Framework are generic, their application varies widely. Recognising the diverse nature of commodities, locations and stakeholders, Preferred by Nature adopts a flexible approach to accommodate this complexity.

Our methodology applies a risk-based approach underpinned by commodity-specific guidance.

As pioneers in risk assessment, we leverage our expertise to streamline the audit process for Preferred by Nature Certification clients. By utilising the insights gained from our risk assessments, we customise audit checklists to focus on areas with higher levels of risk.

In addition to facilitating a **risk-based approach**, we offer comprehensive **guidance and interpretation tailored to different commodities**. This ensures that our Sustainability Framework can be applied across various agricultural and forestry products, furthering our commitment to fostering sustainability on a global scale.



We filter low-risk indicators, allowing you to focus your efforts where they will have the most significant impact.

Alignment with international tools

We enhance the effectiveness of existing programmes by identifying and addressing the gaps that need attention. Our initiatives are carefully aligned with the **Sustainable Development Goals** and the **Accountability Framework**, leveraging their guidelines. Preferred by Nature Certification Standard has also been benchmarked against selected **certification schemes** to acknowledge the assurance they provide rather than duplicate their efforts.

Claims and seal use

Depending on your goals, you may choose to address all or a subset of the relevant topics in the Sustainability Framework. You might also choose to have your commitments certified by Preferred by Nature. These choices will shape the range of acceptable seal use and claims, ranging from generic off-product communications to on-product labelling with the Preferred by Nature™ Seal.



Explore **your choices**



Preferred by Nature Certification

Discover our thoughtfully crafted indicators featured in the Preferred by Nature Certification, addressing a wide range of needs. Customise your selection among Land Use, Chain of Custody (CoC) and Due Diligence Certifications, tailoring them to meet your specific requirements.

Land Use Certification



Are you a farmer or forester committed to showcasing responsible land management practices? This option is tailored for organisations like yours. Upon certification, you gain the ability to convey these responsible practices throughout the supply chain, assuring your buyers that your products adhere to the highest sustainability standards. In addition to meeting specific land use criteria, those seeking to make claims must also comply with a concise set of Chain of Custody (COC) requirements.

Chain of Custody Certification



This category is applicable to companies engaged in the transfer of Preferred by Nature claims and/or in need of establishing a product traceability system to align with regulatory or company specifications. CoC Certification verifies accurate accounts for material volumes under the Preferred by Nature Certification scheme and the correct claims usage, whether in the Sustainability Scope or Regulatory Scope. Audits within this certification category also evaluate the processing facilities for compliance with the requirements of the Sustainability Framework Standard.

Due Diligence Certification



Irrespective of your position in the supply chain, this option offers valuable benefits by evaluating a company's performance in implementing a Due Diligence System for efficient supply chain and risk management. Utilising the Regulatory Scope, this certification can become a valuable tool for EU organisations, assisting in their risk assessment and mitigation endeavours to align with the EU Deforestation Regulation. Importantly, this certification is not confined to entities downstream in the supply chain; it can also be extended to land managers, particularly in cases where regulatory requirements, such as those in the EU, mandate its application.



Sustainability Scope

Choose this option to showcase your responsible production of natural resources and communicate your broad commitment to sustainability. Covering a full spectrum of sustainability topics, it addresses all necessary criteria to ensure sustainable practices.

159 indicators

Regulatory Scope

Discover a targeted subset of the Sustainability Framework, designed for international regulations, especially the EU Deforestation Regulation. This supports alignment by encompassing indicators across sustainability and legality domains.



46 indicators

EXPLORE

Preferred by
Nature Certification



Searching for a partner with global experience and local presence?



Preferred by Nature is an international non-profit organisation working to support better land management and business practices that benefit people, nature and the climate.



Our approach combines sustainability certification services, projects, awareness-raising and capacity building.



With nearly **400 staff** and a network of consultants, we have operations on **six continents** and have the know-how and capacity to carry out **5,000+ audits per year**.



We have certified over **1 million farms and forest units** and contributed to the establishment of **100+ protected areas**.



We work with small businesses, large corporations, communities, Indigenous People, state forests and environmental NGOs - all of them are equally important to us.

Reach out to us to discuss your needs
and together we will explore the
possibilities:



<https://preferredbynature.org/contact-us>

www.preferredbynature.org